

THOSE STANDARD OIL LETTERS.

McCutcheon

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Exhaustive Article on U
Metropolis and State Writ
for "Judicious Advertising"

Importance of State as Producer of Mineral Wealth Emphasized.

Judicious Advertising, issued from Chicago by the Lord & Thomas Advertising agency, will contain in its forthcoming number a splendid article on Salt Lake and its business resources and territory, written by Malcolm McAllister, of the well known advertising agency operated under his name here. In this issue forth its opening claims in behalf of Salt Lake for recognition as a business center the article says:

"The great intermountain area, from Denver on the east to San Francisco on the west, and from the Canadian in New Mexico, is growing faster—according to the last census—than any part of the United States. A recent decision of the interstate commerce commission has allowed Salt Lake City a distributing point in this huge territory to come to its own. Though only fifty-seventh city in population, Salt Lake ranks twenty-eighth in the volume of its clearings, tenth in its per capita volume, and first in its percentage gain for the first third of 1912."

Great Mining Industry.

Mining is set forth as being one of the chief resources that bring wealth and prosperity to this city. It is pointed out that profits from this great industry usually come into Salt Lake, and that, owing on this score is well made. "The fact," says Mr. Shill, "is that the production of silver, third in the production of lead, fourth in the production of copper, and fifth in the production of gold." It is also asserted that while some other states show a decline in the production of these metals, Utah continues to make an increase in the output from mines.

Since 1900, Utah has been kept at the pulse of the world's mining industry. The production of silver, for example, valued at \$500,000,000 has been taken out of the ground in this state. The total output of the industry in 1910 was valued at \$35,625,000, and the yearly production is valued at an average rate of \$2,000,000 to \$5,000,000 in two or three months in Salt Lake. At the same time the main products are silver, copper, lead and zinc amounting to \$29,881,500 in value.

Vast Copper Production.

"Thirteen per cent of all the copper of the United States and its possessions," says Mr. McAllister, "including Alaska, is produced within twenty miles of the city, and over half of all the copper blocked out of the United States is within this radius. The largest copper mine in the world is situated at Bisbee, Arizona, twenty miles from Salt Lake City. The output from this property reaches as high as 20,000 tons a day."

Garfield, just west of the city, is reported as having the largest copper center in the world, employing an average of 2500 men the year around, and producing in salaries and wages more than \$2,250,000 a year. The largest mining companies in the state paid \$8,000,000

Coal, Asphalt and Salt.

Attention is given to the vast measures of Utah, the asphaltenes made there are more extensive than those of Pennsylvania. The area of the coal beds is given as 100 square miles, or more than one-third of the state of West Virginia. "One field alone," says the article, "is said to contain enough coal to build a roadway forty feet around the earth, and this can be made into a road ready for use as a road surface with but a simple year of heating."

Iron deposits are shown to be of most extensive extent, the estimate being that in them is sufficient material to keep the great furnaces of Pittsburgh for 100 years.

Of salt there is a quantity of inexhaustible proportions, according to Mr. McAllister. Out on the American desert is a single bed, twelve miles wide and thirty miles in length, depth varying from nine to fourteen feet.

"Sulphur, mineral wax, minerals and many other rare substances found in like profusion, awaiting only investment of capital for their development on a commercial scale," sets the article.

Richness of the Soil.
Agriculture comes in for extended view. An average of production of the soil is given, showing the following yields to the acre: Barley, 49.7 bushels; alfalfa seed, 340 pounds; sugar beets, 12.8 tons; wheat, 27.1 bushels; oats, 12.8 bushels; alfalfa hay, 3.8 tons; potatoes, 12.8 tons.

In the matter of horticulture, just coming to a beginning of realization of possibilities. "In the long valleys," says the article, "from the north to St. George on the south, any plant life that can be grown in temperate zone can be found. In St. George region, pomegranates, other semi-tropical fruits thrive in fusion, and almonds and other nuts be raised in abundance. Record yields of apples, peaches, cherries, grapes and small berries have been produced in

past few years. It is a common thing to have an acre of peaches to net the farmer \$1000 in a season. Within the past few years thousands of acres of land in Lake, Utah, Weber and Box Elder counties have been set out in fruit, and prospect of a further great increase in this industry's productiveness."

In the year 1911 counties immediately surrounding Salt Lake produced 100,000 tons of hay and potatoes alone, producing a value of \$5,235,195. The farm produce of each state, including butter and eggs, reach as high as \$60,000,000 in a single year.

There is a good showing in the stock line, the value of stock in country immediately surrounding Salt Lake given at \$12,573,000. The article goes on to say: "Salt Lake City is a great stock and wool center. Owing to the ranging sheep over a wide area, a statement of the number of sheep actually in these counties would give a wrong idea of the benefits this city derives from the sheep industry. It is fairer to take the total of sheep in the entire stock and wool district."

Max Daniels is no longer connected with the ownership or management of the Rex theater in this city, his half interest having been bought by W. H. Swanson, president and general manager of the house. Papers making the transfer of interest have been signed and will be recorded today.

It is understood that the amount paid for the half interest was \$70,000. The theater building and complete cost \$150,000.

The first of a series of sermons on the fundamental principles of a liberal religion was delivered in the Unitarian church yesterday evening by the Rev. F. M. Bennett, who will hereafter have charge of regular services for the First Unitarian society of Salt Lake City. Reason and freedom in religion as in other things was the theme upon which the speaker dwelt.

Attended by probably the largest throng that was ever assembled in the Sugar House ward for such an occasion, funeral services were held over the body of Niece Hood yesterday at 1 p. m. in the combined ward chapel and amusement hall. The two buildings were filled to capacity.

Tribute was paid to the steadfast integrity and wholesome character of Mr. Hood by Governor William Spry and others.

"The house was opened April 5, 1910. It has been run as a motion picture place, and the only special features having been introduced. Swankowicz's plans for the future, Mr. Swankowicz said last night.

"We have three theaters, one at Denver, one at Pueblo and this house here. We intend eventually to make a fourth at Fort Collins. We have theaters in the states of Colorado, Utah, Idaho, Oregon, Montana and Washington. For the next few months we will bring the best class of motion picture films just as they come out, and we will continue to be presenting here, and it may be that at some future time we shall introduce a musical and dramatic feature. For the present, however, we shall specialize on feature pictures and

"Jesus was in constant opposition to democracy," said the Rev. Mr. Bennett. "He worked quietly and without ostentation, using the scriptures freely and forgiving without ceremony. He read the scriptures and did not use them as a guide to truth. He asked no one to imitate and it was his attitude toward the scriptures that made his influence have been no greater leader of democracy than was Jesus of Nazareth. The scriptures are progressive, gradually unfolding guide."

Protest Catholic Church

The Thistle club, the Caledonian club and Clan Stewart were represented each by a large attendance, occupying seats in the family. Many of the "Sons and Daughters of Valour" also were present.

Bishop John M. Whittaker conducted the services, which began with a choir singing "The Lord's Prayer," "The Lord Lay Their Weary Bodies Down," with E. H. Anderson, Jr., conducting.

Prayers were said by Rev. W. H. Isala, after which a song, "Not Hall Has Ever Been Told," was sung by Will

in every house that we shall erect in the proposed chain a pipe organ is to be installed, such as we have here at Salt Lake City. The idea is to make the picture in the motion picture business that we shall own! The management of the picture house at Salt Lake City is now, immediately upon completion of the new house, connected with this transfer I am going to Los Angeles to remain for six months.

Mr. Swanson is secretary and manager of the Universal Film Manufacturing company.

the world, employing 1,000 persons in the turning out an average of forty releases a day. His headquarters are at New York, but the company carries him to all quarters of the country and to Europe, keeping him on the move. He is a member of the American Philosophical Society, and has a profound understanding that the western chain of the theater is established as a universal outlet for the great American Film Manufacturing Company.

**BODY OF HAZELTON
SENT TO WASHINGTON**

The body of Simeon C. Hazelton was shipped to Washington, D. C., on the Los Angeles Limited yesterday at 1:55 p. m., in compliance with a telegraphic

When Mr. M. S. Hannauer, college classmate and lifelong friend of Mr. Jazleton, accompanied the body east, he was followed by the friends of the undertaking parlor of S. M. Taylor. Services were held in the funeral chapel. Bishop F. S. Spaulding read the Epistle and the Gospel. The Rev. J. W. McHugh, pastor of the First Presbyterian Church, gave the benediction. The pall bearers were Dr. D. L. Barnard, Dr. C. W. John James, Joseph Bywater, Angus Craig and William R. Smith. At the cemetery the Scottish Rite Lodge, Chapter No. 10, gave the "Night of Rest." The grave was dedicated by Patriarch James McHugh.

...the gathering of prominent friends of the unfortunate man. A profusion of beautiful floral tributes evidenced the esteem of those who had known Mr. Haxton. The personal equation The man who dwells on fallible reason weighs his deeds on his even scales. Reason is not infallible, but it is the only foundation we can build upon. Reason is not infallible, but it is the only foundation we can build upon.

DR. GEORGE ROBERTS
ILL FROM OVERWORK

Dr. George Roberts, interne at St. George's hospital, is reported by Dr. Roberts to have been working hard for 48 hours for the past month, and it is feared that he may have become worn down in vitality as to have been attacked by a severe cold.

the nature of which cannot be determined at this time.

Dr. Roberts is a son of Junior Captain of Police John J. Roberts, who is much concerned over the threatened illness.

Cigarette Starts Blame

and had sung a solo at the beginning of the services. The Rev. Mr. Bennett announced that the subject for next Sunday's services would be "Fellowship: the Spirit in Religion."

DR. T. C. ILIFF PAYS VISIT TO SALT LAKE

A fire started by a cigarette dropped upon the carpet in a rooming house at 8 Commercial street, resulted in a general alarm that called all of the firemen to the scene of the fire at 5:15 o'clock this morning. The loss amounted to only \$10 on the contents of the place.

S. L. Kern to Talk
S. L. Kern of Denver, a member of the advisory board of the supreme lodge of the Fraternal Union, will visit Salt Lake today. Mr. Kern will be guest of Commodore J. H. McCann of the lodge No. 121, and will talk on the or-

organization and purposes of the order. [Omaha, which position he is now leaving.] funds for Methodism. ^{his work of raising}

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by people living within this area, the money from each where the owner resides. The sheep owned in Salt Lake City and nearby towns are worth approximately \$25,000,000. The annual value of the wool clip is \$5,000,000."

Attention is called to the trade commission operated by the Commercial Union and to other similar enterprises intended to bring business to Salt Lake, the complete showing going to demonstrate that this city is the progressive industrial center of the West.

commercial and financial center of the great intermountain region.